

**ABSTRACT**

An improved liquid crystal display (LCD) system that includes a user-selectable method for reducing the amount of electrical power consumed by the LCD. When a power-conservation mode is selected, power-conservation circuitry acts upon the pixel activation sequence as normally determined by the LCD driver. To minimize power consumption, a subset of the pixels  
5 otherwise to be activated are sent no power. The subset of no-power pixels may be a fixed percentage, such as fifty percent, or may vary according to the image being displayed. In either case, the pixel elements of the no-power subset may be alternated so as to minimize the impact of the power-conservation feature on the displayed image.